

Black shell, green heart

Full-HD televisions with an environmental flourish from Sharp: The LCD pioneer unveils its new full-HD LCD-TV series, the LC-D65E, in piano key black lacquer finish, featuring environmental credentials. These televisions come in a range of sizes with 32, 37, 46 and 52 inch screens (81, 94, 117 and 132 centimetres) and deliver brilliant screen images thanks to full-HD 1080 pixel resolution in 16:9 widescreen format.

Berlin, IFA 2008. The Sharp corporate strategy is posited on sustainability in production materials and technology. This fact is reflected in the technology of the latest series of AQUOS LCD TVs: The power-saving ECO mode influences background lighting which it can dim in two stages (minus 20% and minus 30%). The standby power consumption figures are substantially below one Watt, with power consumption for the 32 inch unit while in operation running at just 140 Watts¹. In addition, the LC-D65E series features OPC technology², which adjusts the brightness level. This powers down the background lighting level of the television under low ambient light conditions, which also helps to save on electricity.

“Consumers are now looking for something different from new technical appliances. They expect high-quality design and a comprehensive range of technical equipment, but now the spotlight is very much directed at environmental credentials”, explains Thies Radeloff, Product Manager for LCD-TV at Sharp Electronics Germany/Austria. “This starts right from production, which should be as environmentally friendly as possible, extends through the choice of materials, which must all be suitable for recycling, and culminates in the power-saving properties of these units. The new AQUOS LCD series LC-D65E satisfies all of these criteria and achieves genuine cost savings for the consumer through their low power consumption levels”, Radeloff went on to say.

The technology used in the four panels also speaks for itself. Full-HD resolution of 1920 x 1080 pixel, 24p image characteristics, a dynamic contrast ratio of 10,000:1 and a response time of six milliseconds all help to ensure crystal-clear and rapid screen images. The brightness level, measuring up to 450 candela per square metre on these non-reflective ASV panels³ also delivers a clearly defined screen image under bright ambient light conditions.

Easy to use: Intuitive user navigation – delivering on-screen menu guidance in 23 languages – renders the User Manual almost superfluous. This system enables all settings to be made swiftly, dispensing with the need to wade through endless reams of

¹ 170 Watts for the 37 inch screen, 240 Watts for the 46 inch unit and 267 Watts for the 52 inch model

² OPC = Optical Picture Control

³ ASV = Advanced Super View black TFT LCD panel

manual. With its Quick-Start Function, the LC-D65E is ready to use just 5 seconds after it has been switched on.

The various connection options of the LC-D65 series from Sharp make this unit a delight to operate. Three HDMI inputs on the 1.3 version and two SCART ports mean that these units can be networked in a versatile range of ways with Blu-ray players and the like. Thanks to the USB-IN slot, photos or MP3 music is easy to play on these televisions. All inputs are arranged down the side, so other devices such as digital cameras, games consoles or sound systems can be fitted at any time without the need to get to the back of the set.

For optimum sound, two 10 Watt speakers deliver virtual Surround-Sound. These are integrated in the lower section of the frame. The automatic volume control adjusts the sound level on loud sections of film or television programmes automatically to suit the actual volume level setting. A digital amplifier and the Clear-Voice technology round off the sound features of these new AQUOS models.

The LC-32D65E and the LC-37D65E will be reaching the shops in September 2008. The two larger models will be available from November 2008. The recommended retail prices (RRPs) range from € 899.00 EUR for the 32-inch unit, rising to €1099.00 EUR for the 37-inch unit, € 1599.00 EUR for the 46-inch models and € 2299.00 EUR for the largest model with its massive 52-inch screen.

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